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KEYWORDS	ABSTRACT
Social Responsibility, Organization Trust, Organization Citizenship Behavior, Banking Sector	In modern era, with growing societal expectation and regulatory pressures, banks are increasingly recognizing the importance of social responsibility initiatives not only for their reputation but also for positive relationships with stakeholders. The study aimed to examine the relationship between social responsibility, organization trust, and citizenship behavior within the context of banking sector in southern region KP, Pakistan. Using a sample of 309 employees, a series of path analyses were conducted to investigate the direct & mediated effects among variables. Firstly, social responsibility positively predicted the citizenship behavior ($\beta = 0.752, p < 0.001$). Secondly, social responsibility also positively predicted organization trust ($\beta = 0.787, p < 0.001$). Thirdly, organization trust positively predicted citizenship behavior ($\beta = 0.874, p < 0.001$). Lastly, the indirect effect of social responsibility on citizenship behavior through organization trust was significant ($\beta = 0.739, p < 0.001$), indicating partial mediation. These findings confirmed the standing of social responsibility and organizational trust in promoting the positive citizenship behavior among the employees in banking sector in the context under considerations.
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INTRODUCTION

Banking sector is playing significant role around the globe toward social & economic development. The banks are considered as significant source for providing the opportunities for developing socio-economic status leading to sustainability and development from diverse perspectives (Kajenthiran & Nilakshi, 2019). The banking sector offers various developmental opportunities towards different sectors through financial support with certain condition so as to expand businesses to attain desired outcomes (Saif, Khan, Khan, & Adnan., 2022). The businesses are expanded in order to generate the

income required for their survival and ultimate developments aimed at providing the opportunities for developments toward others spheres as well (Zhang, Cao, Zhang, Liu & Li, 2020). Still, banking sector has certain vital liabilities toward employees, communities and societies in which corporate social responsibilities are foremost and effective (Zubair, Saif & Akhtar, 2018). The corporate social responsibility is important concept that inspires the organizations from different dimensions to take active participation development of societies in order to confirm their effective contributions (Shah & Khan, 2019).

These responsibilities comprising social, environmental and economic contributions that are crucial in determining the organizational efforts towards these developments in particular situations and context (Shabbir, Aslam, Irshad, Aziz, Abbasi & Zia, 2020). These responsibilities when effectively and efficiently considered by organizations are fruitful for corporate image and reputation leading toward desired development and success in the diverse situation (Naseeb, Saif, Khan, Khan & Afaq, 2019). The organizations are required to take active participation in corporate social responsibilities to confirm their effectiveness toward desired sustainability aimed by organizations including banks in different situations (Bilal & Saif, 2022). The citizenship behavior is significant phenomenon that aims at developing desired outcomes through the effective and leading consequences required for effecting diverse and leading tasks and goals overwhelmed at citizenship behaviors and corporate reputation from diverse dimensions (Mohammed & Rashid, 2018). The citizenship behavior ensures task and contextual performance of employees towards many assigned responsibilities by using the strategic approaches from different perspectives towards desired developments (Irfan, Iqbal, Iqbal & Bashir, 2021).

The employees are required to show their motivation and performance to realize the different tasks towards the attainment of various anticipated consequences that are helpful in nurturing corporate reputation (Pino, Amatulli, Angelis & Peluso, 2016). These are leading relationships that are aimed to be examined through present research in the context of banking sector (Farooq, Saif & Shaheen, 2022). The corporate stoical responsibility is important concept that ensures contributions of many organizations including banking sector toward development from different perspectives like social, economic and environmental (Bilal & Saif, 2022). These responsibilities when recognized in letters and spirit leads towards effective citizenship behaviors culminates at desired corporate reputation (Lau & Lee, 2020). In this connection, this study aims to examine connection amid corporate social responsibility practice (social) and employees' citizenship behavior in particular context. This study is also aimed to examine mediating role of organizational trust in linking corporate responsibilities practice (social) and citizenship behavior in bank sector of KP, Pakistan to produce new knowledge about the dynamic relationship among the research variables and therefore contribute the existing database of knowledge.

LITERATURE REVIEW

Corporate Social Responsibility

The corporate social responsibility is significant phenomenon that guarantees the precipitation and contributions of different organizations in developmental process toward societies and organization

from different dimensions likewise the social, economic and environmental aspects for anticipated outcomes (Lu, Ren, Zhang, Wang, Shahid & Streimikis, 2020). In this drive, these responsibilities are not only significant for the societies and organizations but also significant for the employees in nurturing their behaviors toward the desired outcomes including the citizenship behaviors (Rahim, Jalaludin & Tajuddin, 2011). These responsibilities are further vital to make sure effective corporate reputations that is outcome of many leading contribution in the particular contexts from different perspectives towards desired development (Khan & Fatma, 2019). The section thus offers important information about research variables in the diverse context including banking sector. The corporate social responsibility is significant from different dimensions towards desired leading outcomes like performance, motivation and citizenship that are explored in diverse context with diverse outcomes related with the vitality of research issues for the employees, organization & societies (Mohammed & Rashid, 2018).

The organizations are required to contribute in developmental process from different dimensions to ensure the effectiveness to sustainability from diverse dimensions required for comprehending the situations (Rahim, Jalaludin & Tajuddin, 2011). These responsibilities are important in managing the environments as per desired standards to improve their credibility toward desired standing and corporate image along with nurturing the behaviors of employees (Khan, Kamal & Saif, 2018). These studies provide the significant of certain responsibilities in nurturing the citizenship behaviors. The social responsibility is important for ensuring the social contributions of the organizations towards employees and societies that helps in nurturing their behaviors toward the desired outcomes with respect to organizational progresses and employees' behavioral outcomes (Ahmad, Jawaid, Arshad & Paracha, 2021). The employees are more overwhelmed at desirability and commitment toward attainment of desired aptitudes and significance in response to many developmental and survival options for pursuing efficiency and sustainability (Latif, Pérez & Sahibzada, 2020). The employees offer effective positions to sustain environmental constraints that can pursue their effectiveness in different circumstances for developing favorable consequences (Pino, Amatulli, Angelis & Peluso, 2016). The organizations are thus playing overwhelming role toward the employees behavioral and social developments.

Social Responsibility & Organizational Citizenship Behavior

The recent research has shed light on significant connection between social responsibility attribute of CSR and manifestation of organizational citizenship behavior within organizations. This attribute focuses on company's commitment to actively engage with societal issues and contribute positively to communities where it operates. This commitment transcends profit maximization and underscores broader moral & ethical obligations towards society. A study by Latif, Pérez and Sahibzada, (2020) investigates impact of perceived corporate social responsibility on organizational citizen behavior. When employees recognize their organization's efforts in social responsibility, they are likely to exhibit OCB (Saif, Khattak & Khan, 2016). While social responsibility primarily focuses on broader impact of organizations on society, OCB focuses more on behavior of individual employees within organizations (Khan & Fatma, 2019). However, there is an intersection between two concepts. This positive association can be attributed to employees' perception that organization aligns with their own values and societal expectations, inspiring them to contribute beyond formal job roles. Green,

Johnson and Parker (2019) explore influence of socially responsible initiatives within the workplace on citizenship behaviors.

The research highlights that organizations that actively engage in the socially responsible activities like volunteering programs and charitable initiatives, foster a sense of shared responsibility among employees. This shared responsibility inspires employees to engage in OCB as means of conducive to betterment of communities and fulfilling organization's social commitments. Furthermore, (Tahira, Saif, Haroon, & Ali, 2019) delve into role of ethical leadership in connecting Social Responsibility attribute of CSR to OCB. Their study suggests that leaders who prioritize social responsibility and ethical conduct set a positive example for employees (Bilal & Saif, 2022). The social responsibility pertains to organization's obligations to society at large, OCB relates to individual behaviors within organizations that donate to their effectiveness and success. This ethical leadership creates a culture where OCB is not only encouraged but also seen as an integral part of organization's commitment to social well-being (Lau & Lee, 2020). Certainly, here's the comprehensive explanation of studies conducted by various researchers on the relationship between the social responsibility attribute of corporate social responsibility and organizational citizenship behavior from the diverse parameters for diverse outcomes.

Role of Trust between CSR & OCB

Trust plays a crucial role in relationship between corporate social responsibility and organizational citizenship behavior within an organization. The concept that organizational trust evolved from the roots of organizational CSR policies that enhances the organizational performance and reputation in corporate world" reflects idea that corporate social responsibility (CSR) practices play a pivotal role in shaping the trust dynamics within organizations and their reputation in business landscape (Saif, Khattak & Khan, 2016). This concept is stayed by research that highlights interconnectedness of CSR, trust, organizational outcomes. Several studies have investigated relationship between CSR and trust within the organizations. For instance, Wang and Chen (2021) found that CSR initiatives contribute to building trust among employees by signaling organizational commitment to ethical and responsible behavior. In this linking, trust is essential for the stakeholders, including employees, customers, investors, and community, to believe in and support these CSR efforts. This trust, in turn, fosters positive employee attitudes, behaviors, engagement in organizational citizenship behaviors. Research by Han, Kim, and Srivastava (2020) underscores the role of CSR in enhancing the trust not only among the concerned employees in organization but also among external stakeholders, such as customers and investors.

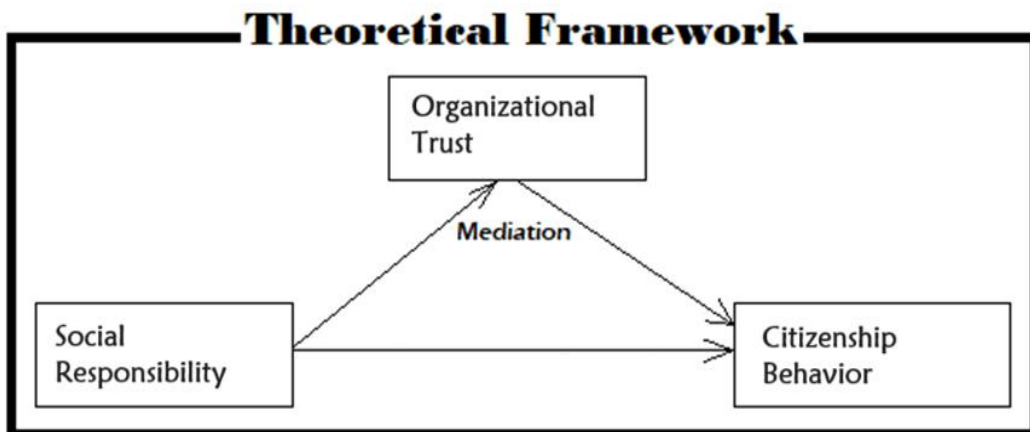
The organizations that actively engage in CSR are viewed as more trustworthy, which can lead to increased customer loyalty and investor confidence. This positive perception contributes toward the organization's reputation in the corporate world. Moreover, the study by Cho, Song, and Kim (2020) explores the mediating role of trust in relationship between CSR and organizational performance. Without trust, stakeholders may view CSR activities as mere window dressing or greenwashing, rather than genuine attempts to create positive social impact (Saif, Khattak & Khan, 2016). Their findings suggest that CSR practices positively influence organizational trust, which, in turn, leads to improved performance outcomes. This research provides empirical evidence of how CSR policies

can enhance both trust and performance within organizations. The relationship between corporate social responsibility and Organizational Citizenship Behavior (Saif, 2015) has garnered significant attention in recent research. Scholars have explored the mediational role of organizational trust in this dynamic. Wang and Chen (2021) found that CSR positively influences OCB (Shah, Saif, Khan & Khan, 2022) over mediating mechanism of organizational trust and organizational identification and related outcomes.

Han, Kim and Srivastava (2020) emphasized the importance of the organizational identification as a mediator between CSR, trust, and OCB. Cho, Song, and Kim (2020) highlighted mediating role of trust in CSR-organizational performance relationship. These studies thus collectively suggest that the organizational trust plays a vital role in translating CSR initiatives into enhanced OCB among employees, fostering a virtuous cycle of the responsible corporate behavior and positive workplace outcomes. Thus, the interplay between corporate social responsibility, organizational trust, and the organizational citizenship behavior is a complex yet crucial aspect of the organizational dynamics. Recent research has delved into this intricate relationship, shedding light on how CSR practices can influence OCB through mediating role of trust. Wang and Chen (2021) conducted comprehensive study that underscores mediating effect of organizational trust and identification. The employees are more likely to engage in the discretionary, extra-role behaviors, empowering behavior such as helping colleagues, volunteering for additional tasks, contributing innovative ideas when they trust their organization and its leadership (Khan, Gan, Khan & Saif, 2023). Based on above literature it is hypnotized that:

- H1: The CSR social factor has significant relationship with the organizational citizenship behavior.
- H2: The CSR social factor has significant relationship with organization trust in the banking sector.
- H3: The organization trust mediates the relationship between CSR attribute social factor and OCB.

Figure 1 Theoretical Framework



RESEARCH METHODOLOGY

The approach is research specifies the manners over chances for accessibility and approachability as used that how respondents for particular purpose will be contacted from particular jurisdiction

(Bryman & Bell, 2011). Research design and approach are vital elements in research that “are used for conducting” research and reaching desired conclusion. In this linking, several approaches are suggested by researchers in literature for conducting research like the quantitative, qualitative and mixed methods. Thus, the current study used mixed method approach by using survey as leading approach for research.

Population & Sample

The population is used in research for contacting elements (subjects) through sample that represents entire population in which the researchers are interested for planning with respect to collect and generalize the results (Saunders, Thornhill, & Lewis, 2007). The population of study was employees from commercial banks working in southern region KP, Pakistan. There were 16 commercial banks with different branches in region wherein 1360 employees are working on different positions like managers, manager operations, manager relations. Sample of 309 was selected through statistical formula used for sample-size determination (Zikmund, Babin, Carr & Griffin, 2010). The convenient sampling technique by following simple random techniques was used to access desired population of study. After approaching the desired location of various branches finally 300 respondents fill the questionnaire. After analyzing construct in detail and removing missing values as most of contract comprises missing values for one/more items. Finally, 274 construct were available to proceed for statistical analysis.

Table 1 Sample-Size Determination

Formula	E	N = 1360	Sample = 309
$n = N/1 + Ne^2$	0.05	$n = 1360 / (1 + 1360(0.0025))$	Sample = 309

Data Collection

The data collection and analysis are also significant part of the research that specifies collection of relevant facts and figures for research and analyzed through relevant tools and techniques as based upon the objectives (Bryman, 2012). The “secondary data on topic was collected” through existing sources likewise the published materials from “different online sources while the primary data will be collected through questionnaire” as adopted from the previous research on the topic that are already recommended by different research studies. Thus, the primary data is analyzed over diverse statistical tools in order to “find the answers of research questions” and reaching desired conclusion in systematic manner.

Measurement

The questionnaire was used for collection of primary data that is recommended as significant tool for collection of primary facts and figures about the research issues under consideration (Ridenour & Newman, 2008). Questionnaire through different scales as adapted from previous research like for corporate social responsibility (Irfan, Iqbal, Iqbal & Bashir, 2021), for organizational trust (Wang & Guan, 2018), and for citizenship behavior (Organ, 1988). These questionnaires and are already used in diverse research studies with diverse research outcomes however, its validity and reliability are vital in particular context as it provides justification for its application in particular context for

particular purpose. Similarly, the 5-point Likert scale was used for recording respondents' responses in present research.

RESULTS OF STUDY

The results and discussion section plays a crucial role in furnishing essential contextual information that serves as the foundation for conducting the research. This section encompasses various facets, like reliability of constructs, inter-variable correlations, and mediation analysis to extract desired information for conclusion.

Table 2 Social Responsibility Reliability

	Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SRP1	27.5839	92.075	.796	.925
SRP2	27.5511	94.849	.804	.924
SRP3	27.5839	97.211	.749	.927
SRP4	27.5766	97.241	.762	.926
SRP5	27.7956	102.200	.571	.935
SRP6	27.6569	91.823	.803	.924
SRP7	27.6496	94.551	.791	.925
SRP8	27.7044	97.103	.754	.927
SRP9	27.7226	96.846	.775	.926
SRP10	27.8759	101.999	.578	.935

The provided table presents Item-Total Statistics for social responsibility, that are used to assess the reliability of measurement scale, in this case, a set of items represented by SRP1 to SRP10. The "Scale Mean if Item Deleted" provides the mean score on entire scale if a specific item is removed. It serves as a reference point to understand potential impact of each item on the overall scale mean. "Scale Variance if Item Deleted" represents variance of scale after omitting respective item. This statistic helps assess how much each item contributes to overall variability in responses. Corrected Item-Total Correlation is crucial indicator of item's relationship with overall scale. It reveals the strength and direction of association between each item and total scale score, accounting for that specific item's contribution.

A higher correlation indicates that the item is closely related to construct being measured. Lastly, "Cronbach's Alpha if Item Deleted" is the measure of internal consistency reliability. It reflects how well the items within the scale consistently measure the same underlying construct. Thus, a higher Cronbach's Alpha value suggests greater reliability, indicating that the items are measuring the intended construct consistently. In this context, the high Corrected Item-Total Correlations and consistently high Cronbach's Alpha values (ranging .924 to .935) for all the items suggest strong internal consistency and reliability of measurement scale. This indicates that each item is closely related to overall construct being assessed, and scale, as whole, is reliable for measuring intended psychological construct and thus the results revealed the significant internal consistency among the research items.

Table 3 Reliability statistics for Organization Trust

	Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ORT1	27.6241	60.404	.643	.847
ORT2	27.8905	60.171	.685	.844
ORT3	28.1861	60.973	.660	.846
ORT4	27.9453	64.433	.394	.868
ORT5	27.7518	64.297	.374	.871
ORT6	27.9745	60.259	.621	.849
ORT7	28.4964	58.676	.716	.841
ORT8	27.9818	64.538	.461	.862
ORT9	28.2664	62.636	.580	.853
ORT10	28.6569	59.061	.700	.842

The table provides the reliability statistics for the organizational Trust indicator. These statistics are essential for assessing reliability of measurement scale, consisting of items labeled ORT1 to ORT10. 1. SM if Item Deleted: This statistic shows mean score of the entire scale if the specific item is excluded from the analysis. For example, when ORT4 is deleted, mean score increases, indicating that ORT4 has lower influence to mean score compared to other items. SV if Item Deleted: This metric reflects the variance of the scale after respective item is removed. It helps evaluate how individual items contribute to variability in responses. Deleting ORT4 leads to decrease in scale variance, telling its impact on variance.

The corrected item-total correlation measures strength and direction of the relationship between each item and the total scale score while accounting for that item's unique contribution. Higher correlations indicate a stronger association between the item and the construct being measured. For example, ORT7 exhibits a relatively high correlation (0.716), indicating a robust connection with the overall organization trust construct. The Cronbach's Alpha is a measure of the internal consistency reliability. It assesses how consistently the items within the scale measure the same underlying construct. The values, ranging from 0.841 to 0.871, suggest a high level of internal consistency among the items. This underscores the reliability of the scale in assessing intended the organizational trust required dimension.

Table 4 Reliability statistics for Citizenship Behavior

	Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CBH2	25.4708	74.411	.766	.892
CBH3	25.7226	76.985	.766	.894
CBH4	25.4526	77.619	.529	.909
CBH5	25.4343	80.789	.424	.915
CBH6	25.4927	73.687	.856	.887
CBH7	25.9270	74.178	.721	.895
CBH8	25.1642	78.350	.696	.897
CBH10	25.6606	76.987	.767	.894

CBH9	26.2299	77.855	.654	.899
CBH1	25.4197	76.948	.616	.902

The table provides the reliability statistics for Citizenship Behavior (CBH) indicator. These statistics are essential for assessing the reliability of the measurement scale, consisting of items labeled CBH1 to CBH10. Scale Mean if Item Deleted: This statistic shows the mean score of entire scale if a specific item is excluded from the analysis. For example, when CBH5 is deleted, the mean score increases, indicating that CBH5 has the lower contribution to the mean score compared to other items. Scale Variance if Item Deleted: This metric reflects the variance of the scale after the respective item is removed. It helps evaluate how individual items contribute to overall variability in responses. In this connection, Deleting CBH5 leads to a decrease in scale variance, suggesting its impact on the diverse variance.

Corrected Item-Total Correlation measures the strength and direction of the relationship between each item and the total scale score while accounting for that item's unique contribution. Higher correlations indicate a stronger association between the item and the construct being measured. For example, CBH4 exhibits a relatively high correlation (0.529), indicating moderate connection with citizenship behavior construct. Cronbach Alpha is measure of internal consistency reliability. Thus, it assesses how consistently the items within the scale measure the same underlying construct. The values, ranging from 0.887 to 0.915, suggest a high level of internal consistency among the items. This underscores the reliability of the scale in assessing the intended towards the citizenship behavior different dimension.

Table 5 Correlation among Variables

Variables	[1]	[2]	[3]
Social Responsibility [1]	1	.752**	.787**
		.000	.000
		274	274
Citizenship Behavior [2]		1	.874**
			.000
			274
Organization Trust [3]			1

** Correlation is significant at the 0.01 level (2-tailed).
 * Correlation is significant at the 0.05 level (2-tailed).

The results of correlation revealed significant positive association among the research variables of study like social responsibility, organizational trust and organizational citizenship behavior about strength and direction.

Table 6 Mediation Model

Path	Mediation Steps	Paths
Step-1	IV – DV	Social Responsibility ----> Citizenship Behavior
Step-2	IV – MV	Social Responsibility ----> Organization Trust
Step-3	MV – DV	Organization Trust ----> Citizenship Behavior
Step-4	IV – MV – DV	Social Responsibility -> Organization Trust -> Citizenship Behavior

Table 6A Mediation Model

Step-I Path a. IV-DV (Social Responsibility - Citizenship Behavior)					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.618	.134		4.599	.000
Social Responsibility	.771	.041	.752	18.843	.000
Step-II Path b. IV-MV (Social Responsibility - Organization Trust)					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
2 (Constant)	.436	.131		3.329	.001
Social Responsibility	.839	.040	.787	21.029	.000
Step-III. Path c. MV-DV (Organization Trust - Citizenship Behavior)					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
3 (Constant)	.459	.092		4.969	.000
Organizational Trust	.839	.028	.874	29.601	.000
Step-IV. Path c'. IV-MV-DV (Social Responsibility - Organization Trust- Citizenship Behavior)					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
4 (Constant)	.309	.099		3.112	.002
Social Responsibility	.175	.048	.171	3.655	.000
Organizational Trust	.710	.045	.739	15.802	.000

ORT= Organization Trust; SCP= Social Responsibility

The table presents the results of the mediation analysis for Model -1, which examines the mediating role of organizational trust in relationship between social responsibility and citizenship behavior (DV). This analysis is conducted in several steps: Step 1 (Path a): In this step, the relationship between social responsibility (IV) and citizenship behavior (DV) is examined. The unstandardized coefficient (B) for SCP is 0.771, with the standard error of 0.041. The standardized coefficient (Beta) is 0.752. t-statistic is 18.843, and the p-value (Sig.) is <0.001, indicating that path from the SCP to citizenship behavior is the significant. The step 2 (Path b): This step investigates the relationship between social responsibility (IV) and organizational trust (MV), denoted as IV-MV. The unstandardized coefficient for SCP is 0.839, with the standard error of 0.040. The standardized coefficient (Beta) is 0.787. t-statistic is 21.029, and p-value is <0.001, showing that the path from SCP to organizational trust is consequently significant.

Step 3 (Path c): The relationship between organizational trust (MV) and citizenship behavior (DV) is examined. The unstandardized coefficient (B) for ORT is 0.839, with the standard error of 0.028. Standardized coefficient (Beta) is 0.874. t-statistic is 29.601, and the p-value is <0.001, indicating that the path from organizational trust to citizenship behavior is significant. Step 4 (Path c'): In the final step, all paths are considered together: Social Responsibility (IV) to Organizational Trust (MV)

to Citizenship Behavior (DV). The unstandardized coefficient for SCP is 0.175, with a standard error of 0.048. The unstandardized coefficient for ORT is 0.710, with a standard error of 0.045. Therefore, results confirmed the partial mediation trust in linking the social responsibility and organizational citizenship behavior.

DISCUSSION

The present study provides significant information about relationship among the research variables of study. The mediational model highlights that social responsibility positively effect citizenship behavior among employees. This aligns with finding of recent research by [Brown and Smith \(2020\)](#), who explore connection between corporate social responsibility efforts and in citizenship behaviors. Thus, their research suggests that organizations with a strong profile of social responsibility tend to inspire greater citizenship behavior among their employees, reinforcing the significance of social responsibility in shaping the organizational dynamics. Furthermore, recent research by [Smith and Martinez \(2023\)](#) complements these findings by emphasizing the importance of ethical leadership in fostering citizenship behavior within socially responsible organizations. These studies collectively underscore significance of social responsibility initiatives in shaping citizenship behaviors and its role as the mediator in influencing employee behaviors within organizations from different leading perspectives and context so as to ensure the better outcomes thereby considering the phenomena more comprehensively to attain the desired outcome overwhelmed at sustainable performance and sustainable development.

The results about the relationships among research variables like social responsibility, citizenship behavior, organizational trust, and citizenship behavior in the Pakistani work context, collectively contribute the valuable insights to particular context. These findings have important implications for understanding that how CSR practices impact employee behaviors and how trust mediate these relationships within Pakistani organizations. This finding aligns with current research emphasizing corporate reputation as a key driver of the employee engagement and voluntary organizational contributions. These findings underscore the interconnectedness of social responsibility, corporate reputation, and citizenship behavior within organizations from diverse dimension. The organizations especially banks should recognize that a strong commitment towards social responsibility not only enhances their reputation but also significantly influences how the employees perceive and engage with the concerned banks. By actively investing in social responsibility initiatives and cultivating a positive reputation, banks can create the work environment that fosters citizenship behavior among employees, ultimately benefiting organization, its workforce and its overall development & success of banking sector.

CONCLUSION

The relationships among social responsibility, trust and citizenship behavior demonstrates that the social responsibility is positively associated with organizational trust and both social responsibility and trust positively influence citizenship behavior among employees. This suggests that the banks in Pakistan actively engaged in social responsibility initiatives can enhance their reputation which, in turn, encourages desirable citizenship behaviors among their workforce. Finding highlights the role of CSR practices in shaping employee behavior in Pakistani context, emphasizing importance of

fostering a positive corporate reputation through social responsibility initiatives. The results of this study confirmed the existence of relationships among the social responsibility, organizational trust and citizenship behavior along with its significance for the banking reputation overwhelmed at the desired successes.

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